

**ANALYSIS OF PERCEIVED INFORMATION QUALITY,
PRIVACY, AND SECURITY ON CONSUMER REPURCHASE
INTENTION AND TRUST AS MEDIATION VARIABLE IN
THE CONTEXT OF TRAVELOKA SERVICES**



RESEARCH PAPER

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by:

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APPROVAL PAGE

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MOTTO

“Maka sesungguhnya bersama kesulitan ada kemudahan,
sesungguhnya bersama kesulitan ada kemudahan”

(Q.S Al-Insyirah 5-6)

“Tidak ada keindahan yang paling bersinar di dunia ini melainkan hati
yang baik”

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By delivering praise to Allah SWT who has been delegated all the graces, favors and His guidance so that I can finish with a good preparation of this paper.

The preparation of this paper the authors compiled with the intent and purpose to fulfill the final project and completes one of the graduation requirements at the Faculty of Economics, Department of Management, the University of Muhammadiyah Surakarta.

In an effort to resolve this thesis, the author is fully aware of the limitations of time, knowledge, and costs so that without the help and guidance of all the parties are not likely to succeed well. Therefore, on this occasion it is not excessive if the authors would like to thank the honorable:

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Given the limited ability of authors have, the authors realized that the preparation of the thesis, this was still far from perfection, however the authors hope that this paper can provide benefits to those who need them.

ABSTRAK

Kualitas informasi, persepsi perlindungan privasi, dan persepsi perlindungan keamanan adalah faktor penting dalam membangun hubungan jangka panjang yang sukses dalam konteks e-commerce. Dengan tidak adanya interaksi fisik antara pembeli dan penjual, bagaimana situs web dapat memperoleh kepercayaan dari pembeli dan memenuhi janji yang dibuat telah menjadi masalah utama dalam manajemen hubungan pelanggan online. Apa penyebab kepercayaan dalam konteks ini? Bagaimana kepercayaan memengaruhi keputusan pembelian kembali konsumen internet? Untuk menjawab pertanyaan-pertanyaan ini, kami mengembangkan kerangka teoritis yang menggambarkan proses pengambilan keputusan berbasis kepercayaan yang digunakan konsumen saat melakukan pembelian kembali dari situs tertentu, menguji model yang diusulkan menggunakan teknik Analisis Faktor Konfirmasi pada data pembelian konsumen internet yang dikumpulkan melalui Survei web, dan pertimbangkan implikasi model. Hasil penelitian menunjukkan bahwa kepercayaan konsumen Internet berdampak kuat pada keputusan pembelian kembali mereka. Disposisi konsumen untuk mempercayai, masalah privasi, masalah keamanan, dan kualitas informasi Situs Web, memiliki pengaruh kuat pada kepercayaan konsumen Internet di Situs Web.

Kata kunci: *Peran kepercayaan, perdagangan elektronik, penyebab kepercayaan, kepercayaan konsumen, perilaku konsumen Internet, Privasi dan keamanan*

ABSTRACT

Information quality, perceived privacy protection, and perceived security protection are the important factor in building successful long-term relationships in the e-commerce context. In the absence of physical interaction between the buyer and the seller, how websites can gain the trust of the buyers and deliver on the promises made have become central issues in online customer relationship management. What are the antecedents of trust in this context? How do trust affects an Internet consumer's purchasing decision? To answer these questions, we develop a theoretical framework describing the trust-based decision-making process a consumer uses when making a repurchase from a given site, test the proposed model using a Confirmatory Factor Analysis technique on Internet consumer repurchasing behavior data collected via a Web survey, and consider the implications of the model. The results of the study show that Internet consumers' trust strong impacts on their repurchasing decisions. Consumer disposition to trust, privacy concerns, security concerns, and the information quality of the Website have strong effects on Internet consumers' trust in the Website.

Keywords: *Role of trust, Electronic commerce, Antecedents of trust, Consumer trust, Internet consumer behaviour, Privacy and security*

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